

Restaurant Delivery & Take-Out Guide to Getting Started

[Stay Connected with UFS for the latest Delivery Tips](#)

Step 1 : Choose How to Deliver



Will you deliver yourself?

Consider using your staff for more profitable deliveries



Or will you use a delivery partner?

Consider using a delivery partner for increased visibility and help in delivering.

Examples



Step 2 : Be Visible on Google

Get your business set up on Google

- Setup your [Google My Business account](#)
- Represent your business effectively on Google with these [setup tips](#)
- If you're doing delivery without a platform, [create your own links](#) and add them to your Google listing

New Google Feature

- Google has just added [delivery and takeout filters on Google Maps](#) to boost your presence

Step 3 : Upload your menus



Dish Images

best sellers
looking their best!
(OR images provided by partner)



Menu Categories

e.g. Burgers, Vegan, Sandwiches,
Pasta, Desserts...



Meal Deals

design meals around top sellers
at better value than the items
individually



Extras to upsell

sauces, drinks, desserts...
popular brands like Hellmann's, Tazo
and Lipton work well.

>> Check UFS Academy at [UFS.com](#) to learn how to photograph your dishes for social media and delivery platforms! <<

Step 4: Get Your Operations in Place



Reliable internet



Logged in to delivery partner tablet/POS



Delivery food containers & bags



Test your top sellers in the containers you will use for the average wait time. Adjust ingredients or containers to ensure appeal.



Designated pick up area for delivery collection



Have the order ready when delivery arrives.
Speed is an important factor to customers!
Review pre-time for top sellers and reduce



Be ready for extra volume on weekends

>> Check [UFS.com](#) for food tips on the top ordered meals for delivery and take-out<<

Step 5 : Promote delivery!

- ✓ Stay connected with guests on social media (Instagram, Facebook, Yelp, Open Table, etc), via text and/or email: this is called customer relationship management (CRM).
- ✓ New to social media? Utilize best practices from [Facebook and Instagram](#) on how to promote your business.
- ✓ Monitor online reviews and respond. Regularly identify areas for improvement. You'll want to stand out on good service. This will boost your ranking on the delivery platforms and review sites.

>> Visit [UFS.com](#) to learn more about effective digital diner engagement <<



How to Connect with Your Customers

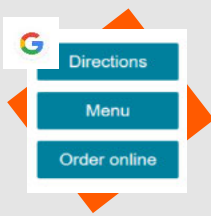
What to Promote on Social Media

- ✓ Drive awareness on safe delivery options for customers
- ✓ Available menu items including daily specials and specials add-ons like alcohol and beverages
- ✓ Show special offers like meal kits, food specials, and drink specials
- ✓ Utilize advanced ordering for more efficient customer experiences
- ✓ Encourage gift card purchase for delivery or for when doors open again. Offer promotions like discounted gift cards (spend \$75 now for \$100 later) or add-ons with a purchase (get a wine bottle for free with a \$75 purchase)
- ✓ Share specials surrounding national holidays and food holidays

Add Delivery Function on Google

Restaurants can receive online orders directly from Google apps.

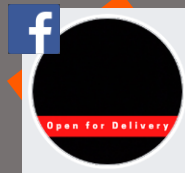
To manage this sign into Google My Business, click Info, under food ordering click Edit, then under Delivery, turn on Accept Partner Orders.



Add a Facebook Frame

Let your followers know you're open by adding a frame to your Facebook page.

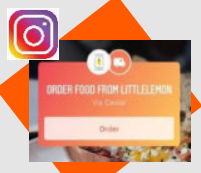
Go to update profile picture, click add frame, and search "UFS".



Add Delivery Stickers on Instagram

Let your followers know that they can support you by ordering food or purchasing gift cards with Instagram stickers on your stories.

When posting a story, click the sticker button and add your "order food" sticker.



Reassure Customers on Food Safety

People want to hear that you're taking the proper precautions to ensure the safety of your customers and employees. Share your plan with your customers and be transparent.

Some good safety practices are:



We are maintaining social distancing while prepping your food



We are wearing protective equipment like gloves and face masks



We are regularly washing our hands

>> Visit [UFS.com](https://www.unilever.com/ufsa) to learn more about safety tips! <<

Beyond the Kitchen

We're all in this together. Let guests know what you're doing outside of the kitchen to help support the community.



Donate Extra Food

Hospitals
Health Care Facilities
Food Banks



Offer Meal Delivery

To loved ones,
Hospitals,
First Responders



Recognize Staff

Donate proceeds to
Impacted employees
And essential workers